



# GREENWAY • STATION •



MIDDLETON, WISCONSIN



greenwayshopping



Greenway Station

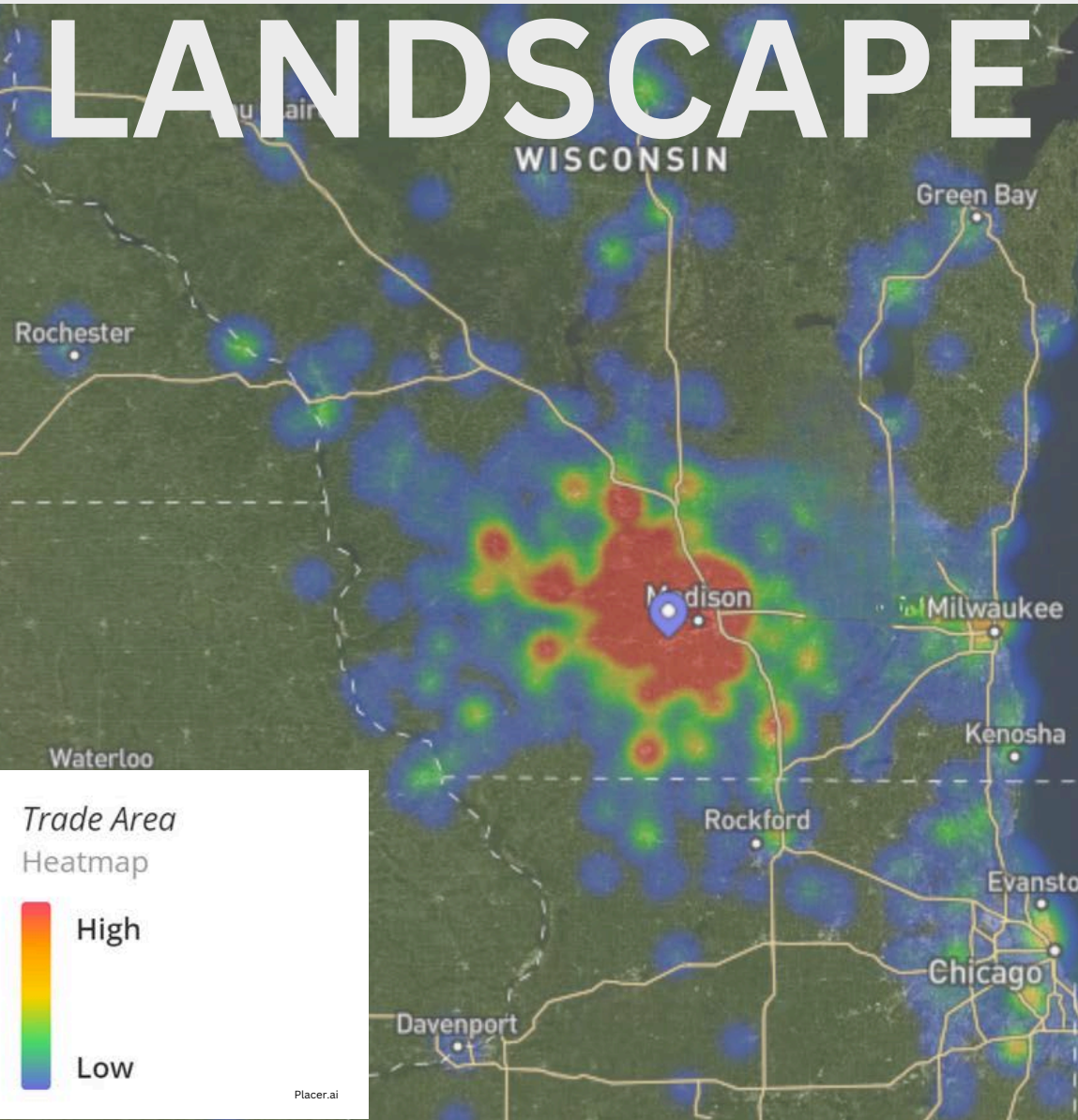
# EVERYTHING YOU NEED AND MORE



Greenway Station in Middleton is a collection of retailers, restaurants, specialty stores and amenities. Anchored by the areas only Coopers Hawk Winery, Golf Galaxy Performance Center, DSW, Marshalls and Home Goods, Greenway Station is a central shopping and gathering place for the residents of the west Madison MSA. 300,000 sq. ft. of leasable area strategically located to capitalize on proximity to Madison's more affluent population.

# MARKET

# LANDSCAPE



As one of the Madison area's most dominant retail and dining destinations, Greenway Station is located in the affluent community of Middleton, Wisconsin. The property features a diverse retail base which is densely surrounded by multi-family projects, hotels and class A office buildings.

## Visit Stats by Year

Visits : 2.5M

Visitors: 678.3K

Visit Frequency: 3.72

# GREATER MADISON AREA



Population: 563,951

Median Age: 35.9

Income Per Capita: \$44,372

Median Household Income: \$77,221

# WISCONSIN

# GREENWAY VIEWS



# BUSINESS

# DEMOGRAPHICS

	Middleton	Rank	Wisconsin	US
Total businesses (including small businesses)	2,395	23rd	433,797	27,092,908
Retail sales	\$926,020	15th	\$72,283,321	\$3,917,663,456
Retail sales per capita	\$54,996	4th	\$12,904	\$12,990
Retail accommodation & food service sales	\$80,326	18th	\$9,247,311	\$613,795,732



# A GREAT PLACE FOR BUSINESS AND **LIVING**



#2 OF 265

Places with the Best Public Schools in Wisconsin

#2 OF 110

Best Suburbs for Young Professionals in Wisconsin

#2 OF 110

Suburbs with the Best Public Schools in Wisconsin

# HOME TO TOP

## INFORMATION TECHNOLOGY

Epic Systems (10,000+)  
Zendesk (5,000+)  
Microsoft (221,000+)  
Google (288,000+)  
EatStreet (250+)

## BIOTECH

Pfizer (98,000+)  
Exact Sciences (5,000+)  
Labcorp (26,000+)  
Promega Corporation (1,800+)  
Luminex Corporation (1,300+)

## AGRICULTURE, FOOD & BEVERAGE

Frito-Lay (55,000+)  
Seneca Foods Corporation (7,000+)  
Little Potato Company (400+)  
Jack Links Beef Jerky (4,000+)

## MANUFACTURING

Trek Bicycle (3,000+)  
Kraft Heinz Company (36,000+)  
PepsiCo (315,000+)  
John Deere (82,200+)

## FINANCE

TASC (750+)  
CUNA Mutual Group (3,300+)  
UW Credit Union (800+)  
Summit Credit Union (900+)  
Baker Tilly (3,000+)

## RETAIL HQ

American Girl (1,000+)  
Lands' End (5,000+)  
Shopbop (500+)

## EDUCATION

University of Wisconsin (21,000+)  
Edgewood College (800+)

## HEALTHCARE

GE Healthcare (51,000+)  
UW Health (24,000+)  
SSM Health (40,000+)  
UnityPoint Health (33,000+)

# EMPLOYERS





# RETAILERS



**DSW**  
DESIGNER SHOE WAREHOUSE®

**WORLD MARKET.**  
worldmarket.com

**chico's**

**LANDS' END**

Bath  
& Body  
Works

ETHAN ALLEN

URBAN INDIGO

Ideal Image®

**HomeGoods®**

**Happy**  
NAILS & SPA

**J. CREW**  
FACTORY

**PLAYTRI**  
SWIM · BIKE · RUN

**Guitar**  
Center

**five BEL'W**

**Michaels**

*glimpse*  
LASH

**X GOLF**

ANN TAYLOR  
**LOFT**

**renu**  
MASSAGE · ENERGY & BODYWORK

*Sola*  
SALONS

**Marshalls**

**GOLF**  
GALAXY

**STRETCHLAB**

J.Jill

**verizon**

ANN TAYLOR  
FACTORY STORE

**carter's**  
babies and kids

EST. 1895  
**OSHKOSH**  
B'gosh

# DINE AT GREENWAY

**BIAGGI'S**  
RISTORANTE ITALIANO



**CAFÉ**  
**ZUPAS**



# GALWAY COMPANIES

# RETAIL SPACE FOR LEASE

SPACE	AVAILABLE SQ. FT.
G130	4,233
H150	2,401
H154	5,066
<b>TOTAL</b>	<b>11,700</b>



# THANK YOU.

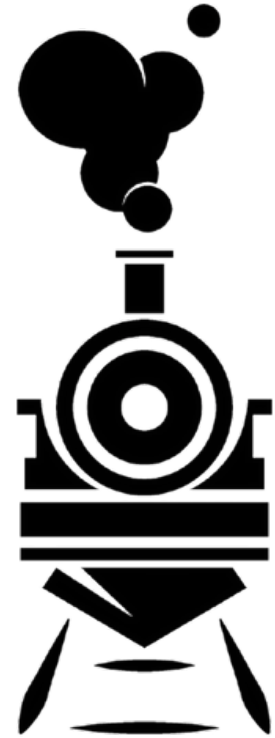
LEASING INQUIRIES

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